

East Tennessee State University Digital Commons @ East Tennessee State University

ETSU Faculty Works

Faculty Works

2011

Who's Reading Your Wall? The Relationships among User Characteristics, Usage and Attitudes Regarding Official Academic Facebook Sites

Tom Moore

East Tennessee State University, mooretw@etsu.edu

Robert W. Barnwell

East Tennessee State University

Kelly Price

East Tennessee State University, pricekb@etsu.edu

Follow this and additional works at: <https://dc.etsu.edu/etsu-works>



Part of the [Higher Education Commons](#)

Citation Information

Moore, Tom; Barnwell, Robert W.; and Price, Kelly. 2011. Who's Reading Your Wall? The Relationships among User Characteristics, Usage and Attitudes Regarding Official Academic Facebook Sites. *Proceedings of the Joint Meeting of the Academic Business World International Conference & International Conference on Learning and Administration in Higher Education*, Nashville, TN. 1.

This Conference Proceeding is brought to you for free and open access by the Faculty Works at Digital Commons @ East Tennessee State University. It has been accepted for inclusion in ETSU Faculty Works by an authorized administrator of Digital Commons @ East Tennessee State University. For more information, please contact digilib@etsu.edu.

Who's Reading Your Wall? The Relationships among User Characteristics, Usage and Attitudes Regarding Official Academic Facebook Sites

Copyright Statement

This document was published with permission from the publisher. It was originally published in the Proceedings of the Joint Meeting of th [Academic Business World International Conference](#) and [International Conference on Learning and Administration in Higher Education](#).

Who's Reading Your Wall?

The Relationships among User Characteristics, Usage and Attitudes Regarding Official Academic Facebook Sites

Tom Moore

East Tennessee State University

Robert Wixel Barnwell

East Tennessee State University

Kelly Price

East Tennessee State University

ABSTRACT

As social networking websites continue to rise in popularity, their role as a communications tool for academic institutions raises intriguing questions. This is especially true of Facebook, which was originally begun as an exclusively college-based social network. Facebook potentially represents an opportunity to cost-effectively communicate with students, faculty and other members of the college community. The goals of this study were to provide descriptive statistics that might aid in better understanding if students currently do or do not visit academic Facebook pages and why they visit those pages, what is most likely to cause them to visit academic Facebook pages, and how universities might best utilize this tool as a means of communication. The implications of that data could be extremely useful, especially in regards to resource allocation and future university communications.